

Communication Strategy Increases Political Literacy among Students Through Political Filmmaking Training

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ABSTRACT

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Flood of information due to technological developments has an impact on the high number of hoaxes that appear. Technological developments also need to be balanced with the ability for media literacy. Especially in the political year, the hoaxes that emerged were related to politics. The report from Pemetan Hoax conducted by MAFINDO from January to March 2023 showed that 36.2 percent of hoaxes were from politics. The millennial generation, which has the most access to information, has low motivation to seek information about politics, and the lack of political participation among them. The right communication strategy is needed to increase political literacy among millennials. This article discusses the communication strategies that are being implemented to increase political literacy among students of the KPI Department of UIN Walisongo Semarang class of 2021. The service method used is to use the ABCD (Asset Based Community Driven Development) methodology. Seeing the potential that exists from the community. The potential possessed is that students have previously received media literacy and political communication courses. The communication strategy used is to see the potential and design activities to increase political participation among students. The communication strategy undertaken was to provide film-making training and strengthen political education from the KPU. The output is that students participate in politics through their work in making short films about politics.

Keywords: *Political Communication, ABCD, Hoax, Political Education*

1. INTRODUCTION

The voter background in the 2024 elections is dominated by young voters, with 60 percent of the total voters being dominated with vulnerable voters aged 17-39. These young people in the Millennial Generation are more friendly in the use of information technology and can get information quickly. This information facility is risky for the emergence of political-related hoax. (Ayu, 2023). Then we need political education amongst young people so that they don't get caught up in the hoaks that are circulating. A lot of political education is still being done so we need a proper communication strategy to target the millennial generation so that they have good political literacy to use their right to vote.

Communication is said to be effective when there is a common meaning between the sender and the recipient of the message. So in formulating the right political communication strategy we need to know more about the millennial generation and its characteristics so that the message delivered can be well received by them. Besides the message needs another strategy that is the use of the right media so that they can see the correct media.

Millennials in Indonesia have different backgrounds, ranging from educational levels to social, economic and

political disparities, including access to information sources that drive apathy and pragmatism among millennials amid demographic challenges in Indonesia. Plus a minimum of citizenship political education. Political education for young people is essential to awaken collaboration, innovation to increase political participation in safeguarding voter rights (Haris Zulkarnain and Saufi, 2021).

William Straus and Neil Howe have defined the Millennials or Generation Y as people born between the 1980s and 2000s. Millennials are a generation of robots that are stuck with digital technology, so in their lifetime they can't get rid of technology. Millennials are more likely to watch streaming and can't afford to watch online videos and prefer digital technology to television (Faiza, 2018). Included in the political context, finally saw the characteristics of more voters in the virtual world. Then political activity on social media also increased. The impact is with the increasing hoax on social media related to politics.

In the 2019 election, hoax was spread in photos and texts, in the 2024 election, video. The January-March 2023 Hoaks Mapping report published by MAFINDO shows that the most politically-themed hoaks have been found. By March 2023, 36.2 percent of political hoax was found (Nuril Hidayah, Muhammad Handar, 2023).

The hoax used also switched denagn using video because it was more emotional and faster to convince the public as well as a higher engagement combined with hoax in the form of photos or text. (Basyari, 2023).

The role of hoax in contemporary Indonesian politics is information circulating on social media. The hoax used is the use of meme to convey their sentimental message. Hoax as meme transforms the original item by becoming a new artifact with a new message and resonates with the belief that exists in the community.

The impact of hoax creates a new culture based on shared trust between societies. Hoax eventually becomes a threat to post-democracy (Utami, 2019).

Hoaks are spread mostly through video because they are thought to be more effective in influencing their readers. Seeing from the most hoaks through the video then the campaign is also going to be more effective through the short films that contain political education messages.

The existence of Hoaks on Pilpres is used to attack political opponents so that in Pilpres 2019 becomes a contestation of the candidate pilpres. Hoaks in pilpres 2019 are serial and produce the hoax news that already exists in the pilpres 2014. Hoax news is very powerful by using social media and increasing hatred among groups (Sosiawan and Wibowo, 2020).

The public believes in hoax because of a number of factors. According to a psychological view, there are two factors that make it easy for people to believe in hoax. First, they believe hoax if the hoax news information matches the opinion and attitude they have. For example, he doesn't like a particular group or policy when he gets information capable of affirming his opinion or attitude, then it's easy to believe without having to check the information or the truth. The second factor is because of the limited knowledge or literacy about reading and digestion of the news. The public has no prior knowledge about the information received. So easily influenced and trusting in hoax (Fakta, 2017).

The first factor is the tendency to deny what is happening so that individuals will believe the opposite information. The second factor is that there is a psychological inclination to believe conspiracy theories. The third factor is the ideological and political attachment of a person to the spread of hoaks. The recipient of the hoaks tends to spread them because he is convinced of the truth of the information. Besides, there's an emotional impulse and it's meant to make others feel the emotional effect. (Zhafira, 2021).

The interesting phenomenon is that in the midst of the many hoaks that are emerging related to politics, on the other hand is the increase in political partispsasm among young people. Young voter turnout has increased compared to last year's elections. The results of a study conducted by the Centre for Strategic and Internatuonal Studies show that the participation rate of young voters is still relatively high. The results of the survey showed that under 85.9% of young voters voted in Pilpres 2014, whereas the golput group was 11.8%. In Pilpres 2019, the young voter participation rate rose to 91.3% and only 8% voted for golput.(katadata, 2022). Some of the reasons they're choosing golput adala is because obstacles are present and are outside the area. One of them is ideology and pessimism about the election results.

The negative impact is the emergence of groupthink between the two fortresses in the 2019 pilpres and resulting in a split. There has been a decrease in political participation due to group compactness or group cohesiveness in support of both candidates. The presence of streotypes in opponent groups and collective rationalization of pressure on opponents (Fitri and Bariqlana, 2021).

Political differences in Pilpres have a negative impact, one of which is the rise in divorce rates caused by political differences. In 2011 divorce cases due to political issues reached 650 cases, in 2015 a year after the president's figure reached 21,193 cases.(Surya, 2019). Besides, political differences ended in divisions due to groupthink and high hoax about politics, one of which was the nickname spread to the two fortresses to their political opponents: cebong and kampret.

The impurity of society as a result of political choices will remain. Religious politicization in order to an electoral effect makes the place of worship a campaign. The use of identity politics ahead of the elections must be anticipated. The Ministry of Religion on the Day of Charity in 2023 is expected to build and raise the assembly and peace so that the elections can be portrayed as a party of democracy.(Andrios, 2023). Political education is not only the responsibility of the General Election Commission but of all parties. One of the steps the Ministry of Religion has taken is to invite the ASNs to become the knot of the assembly. Not only at the student level are they invited to increase political literacy and become agents of change to participate in educating politics to society.

One of the strategies is to create a communication strategy to improve political literacy among students by making short films.

This article will discuss political literacy and how political communication strategies are implemented by students of Islamic Communication and Broadcasting of the Faculty of Religion and Communication of UIN Walisongo Semarang to improve political literature among students. The approach taken to boosting political literacy is through public relations campaigns, call on us to vote. Among them is the ability of students to counter political hoax on social media. This article will elaborate how the political education obtained by students is able to help fellow students and the elderly to become more politically literate. Students become agents of change who were previously apathetic become more understandable and not affected by political hoax and participate in improving political literacy.

The issue the author raises is how communication strategies through public relations campaigns are appropriate to counter political hoax among young people on social media and their participation and his contribution to counter hoax one of which is with his work of a short film about political literacy.

2. LITERATURE REVIEW

Previously related research on digital literacy was conducted by Anisa Rizki who researched digital literature as an attempt to prevent hoax. The result of this research is that digital literation becomes self-control over the use of social media. Digital literacy becomes a form of self control and is

able to be a solution to prevent circulation of hoax especially in the era of post truth by providing literacy about hoax characteristics, information verification procedures and tracking information containing hoax. (Sabrina, 2019).

Another research is about the political hoax of women in the 2019 legislative general elections in Malang by Fathul Qorib. The results of this study show that cognitive abilities of prospective female legislators have a comprehensive understanding of hoax but their weaknesses are less concerned to identify hoax. These female politicians also disapprove of the use of hoax in political campaigns. They also agree that a lot of politicians use hoax compared to the juur, but there is no attempt to report against the spread of hoax due to a misunderstanding of the reporting mechanism, not reporting when the tidk offends the private person directly (Qorib, 2020).

Research related to the influence of political literature and hoax information on student political participation was carried out by Arif Fajar. The results of this study showed that political literacy has a partial influence on the participation of politics and the variable of information hoax has also a partially influential effect on participation in politics (Septianita, Agus Winarno and Arif, 2014).

Research related to communication strategies in increasing political participation of novice voters was carried out by Aditya Son. This study looked at the communication strategy of the Indonesian solidarity party in the city of Pare-pare. The results of this study showed that the strategy carried out by the PSI in pare-pare has not been performed to the maximum due to the presence of internal party barriers and extractive party. But the party's presence has increased the political participation of young groups and novice voters in Parepare City. (Putra, 2020).

The General Election Commission also implemented a communication strategy for young voters.

This related research was conducted by Siti Zainab who researched the communication strategy of Bangkalan district KPU in increasing public participation. The results of this study show that Kab Bangkalan KPU uses communication strategies to increase voter participation in conventional ways and educational strategies of voters by paying special attention to beginner voters, namely SLTA students. (Zaenab and Hadiati Salisah, 2020).

The novelty of this study is that there is no paper yet that uses a public relations campaign approach to enhance voter cognitive by increasing political literacy among young voters.

3. RESULT AND DISCUSSION

Media literacy is an active way of looking that is used when we ourselves interpret the meaning of the message we receive. By building preselectives of knowledge structures using abilities. The ability to interpret the meaning of a message requires the knowledge structure of expertise as a tool and the wealth of information as its substance. Multidimensional information, not just facts but also emotional information, information, aesthetic and moral information. (Potter, 2001).

Baran and Dennis define media literacy as a series of media intelligence activities designed to enhance self-control

over the media they use to send and receive messages. Media literacy can be improved and developed with the aim of making them sensitive to the media and all the information in the various information, time and all media. (Tamburaka, 2013).

Media literacy in the Islamic perspective is listed in the Qur'an with orders for Tabbayun. The purpose of this report is to preserve the possible negative impact of non-selective news receipt. Especially in news related to society because if we don't be careful then it will create disharmony and chaos in the old life. The link with political information has been found to be a high related hoax about politics and has influenced the emergence of divisions due to political differences.

Media literacy is the ability not only to use the media and receive messages from them but also to analyze, criticize, synthesize, evaluate and communicate to others.

In this context, the media literacy that students are expected to have is the ability to counter political hoax. Students are able to receive media messages and analyze messages then can be selective in receiving messages related to political information and can counter political differences. In Islam also students can apply tabbayun, media literacy in the perspective of Islam. In line with the hope of the Ministry of Religion to maintain peace in the midst of political differences. Once students are able to do media literacy related to political news students are equipped with political education to be able to be agents of change so students can participate in politics to accompany other groups. One of them is the Lansia group.

Political education is a process of dialogue between scholars, governors, parpols and participants in order to improve the understanding, appreciation and observance of values, norms and political symbols considered ideal. Political education activities can be done through training, meeting forums or discussions to conduct the political education process (Kharisma dwira, 2014).

Political education is aimed at increasing the knowledge of the raksha so that they can participate to the maximum extent in their political system, in accordance with the maximum in its political system. People can carry out their duty to participate in political education through reading materials (newspapers, magazines, mass publications forming public opinion), film radio and television broadcasts (audio-visual media) and associations in society as well as formal and informal education (Kantaprawira, 2006).

Political education today seems to be the only responsibility of the KPU as the General Election Commission to educate about the system of general elections. But this political education is the responsibility of everyone in order to maintain a democratic state. It takes a multi-party role to bring about a healthy policy. Especially among young people who are apathetic about elections or in the midst of election-related hoax.

Political education among young voters is important because there is a wide range of media outlets, one of which is social media. The use of social media among millennials has no significant influence on electoral voters. (Afrilia, 2020). The limited information about the politics of a novice voter can easily change his choices because of the information that

leads to hoax (Swing Voters) (Nugrahaajati, Soeprapto and Loy, 2022).

Social media plays a role in becoming an educational tool for beginner voters. Social media is able to attract younger generations to participate through elections and make the information on these social media their preference in political interests. (Park and You, 2015).

Political education is a process of delivering value to society.

Political education is done consciously to change political views. Political education is part of political socialization to transfer information about political values and political culture. His hope through political education could increase public participation in political processes. (Budiarjo, 2008).

The millennial generation takes political topics as common topics but follows political-related news. The political participation of the millennials tends to be low. The most widely accessed digital content is movies with high social media consumption. So, this political education is important to be given among young people especially those who are new voters.

Political participation is the activity of a person or group to participate actively in political life such as the way of electing the leader of a country directly or indirectly and influencing government policy (Budiarjo, 2008). Political participation can be individual or collective, spontaneous or organized, stable or sporadic. (Closky, 2008).

Participation in conventional forms is by giving votes, following political discussions and campaigns, whereas non-conventional political participation is by submitting petitions, demonstrations, etc. (Kartono, 1996)

Through political education, people are able to make a society capable and capable, not only to understand but also to apply political behavior in everyday life and to do pre-emptive and preventive models. (Alam, 2018).

Political orientation in preventive efforts is carried out with the parties that have not crushed the problem. Prevention is done by deliberately doing to prevent the occurrence of interference, damage or loss to someone (Florida, 2017).

Political education should be done preventively but in a personalising manner.

One approach that can be done is by conducting a Public Relations campaign to invite young people to have media literacy skills with the aim of not being instigated by hoax and also political education so that young people especially these students can not be apathetic and can participate in politics. In this sense, they become agents of change and agents of changing and providing political education in society.

This paper will discuss side research using ABCD techniques with stages of finding strengths by conducting appreciative interviews, performing mapping for purposes to be able to organize strengths and perform mappings to find individual expertise, perform action planning and monitoring and evaluation. (Suksmawati et al., 2021). The object of this research is a student of Islamic Communication and Broadcasting Faculty of Religion and Communication UIN Walisongo Force 21. Sample was chosen because they were

previously equipped with Media Literacy and Political Communication courses. The accompanying research was conducted to enhance their ability with public relations approaches to invite them to apply and implement cognitive skills they already have to improve media literacy and participate in politics as agents of change in other groups.

Stages of Appreciative Inquiry

Before conducting the previous stage of the appreciative inquiry, the author carries out a mapping of the assets owned by the subjects. The result of the assets held by students is human capital, that is, all forms of individual potential in a society. (Fitrianto et al., 2020). The asset capital is their ability or potential in media literacy. Digital literacy students already have competence in the use of social media but are not fully intelligent in its use. But previously compared to other groups they were already equipped with courses that teach about digital literacy. From the assets of political education students have also been equipped with courses of political communication plus their good critical discretion. But the challenge is how to get them to participate in political education.

After doing the asset mapping done by Adalha by doing the appreciative inquiry. Appreciative inquiry is a positive way to make organizational changes on the simple assumption that each group has something good and makes the group work effectively and successfully so that it can connect it with the various parties (Salahudin et al., 2015).

Discovery phase

The initial phase is by doing discovery or identifying with the phase of the process of in-depth searching for something positive or that has ever been achieved before. The process of identifying potential by doing identification (Al-Kautsari, 2019). This identification is done in the classroom at the time of learning, to dig up the potential it has. Including measuring their ability in political literature and political participation and political literacy that they have. Plus the student's interest in political communication discussions in the classroom. Another potential is that students have good digital literacy potential especially in content creation, students of KPI have already equipped the ability to create good content. Previous research has also shown that their interest in consuming high media and the most widely accessible media is in the form of video. The stage of discovery is also seen from the student's interest in creating political communication content. Below is the task of the School Schools of Political Communication, can be seen from their interests and ability to create content quite well, but for political education needs to be re-maximized.

Dream phase

The next stage after discovering the potential exists through the observation of the writer sees the student's expectations. Although previously students gained material from media literacy and political communication. Their hope is more students get further political education and digital literacy in content creation. Students are also able to practice

in political participation. It can be seen from their ability to practise making a start-up of political communication for their respective districts.

The use of political social media has also been widely used by political communicators such as the regional leaders (Fitri, 2020). To show students can reflect decency in the media. Negative politeness in certain avoids coercion and reduces face-threatening actions, whereas positivity in the form of consideration appreciates desires and interests without forcing choices and appreciating differences (AlAfnan and MohdZuki, 2023).

Design phase

After doing the dream phase by digging students' expectations related to political education and digital literacy then the next phase is by doing the design phase. This phase begins with the formulation of strategies, processes and systems and decision-making continues with the development of collaboration to bring about the expected change.(Djawahir, 2018).

Social media has a role as a political education medium and has been widely used for political education, but at risk with the emergence of hoax and hate speech. The existence of social media is capable of attracting the interest of younger generations to participate in elections.(Nugrahajati, Soeprapto and Loy, 2022). Even social media has become the main preference of teenagers in interest in politics (Park and You, 2015). Then in its use this needs to be balanced with digital literacy (Balaban-Sali, 2020) as well as political education.

Political education plays a role in inviting young voters to participate in the exercise of their voting rights. Political education through social media is expected to be a continuum political engagement that means not only knowing and choosing but also acting politically in controlling all post-election campaign messages.(Barker, 2015).

The use of digital media cannot be separated from the generation of millennials is the use of mobile phones, social media and digital chat and the most dominant digital media used and most widely accessed digital content are digital movies and videos (Juditha, 2018).

Not just creating digital content related to politics, according to Gun Gun, to create a millennial generation that is more active in political participation is with a community-driven approach both offline and online on social media and connected to reality.(Gun,2018). The millennial generation with this guerrilla movement demonstrates their readiness to be political actors.(Isnaini,2017).

Destiny

After obtaining the material in class related to political communication and coupled with the political education material submitted by the Municipal Election Commission and Film Practitioners, then students can make films as a media for political education.

The film is the result of the implementation of political education to be delivered to the public. There are 16 short films that are the work of 160 students of political communication courses. The film is a form of political communication. The main message is a call to young people to use their voices, to appreciate political differences and not to deny political money.

The film was chosen because of previous research that mentioned that the millennial generation watched movies more often and was effective in personalizing(Fajjriyani et al., 2021). Film is one of the most effective modern means of communication to entertain and convey messages that can influence attitudes, mindsets and open insights to the audience.(Widyatmana, 2019).

Some of the political communications films were uploaded on youtube @kommunikasipolitikuinwalisongo, but previously the film was shown in the title of works followed by all the students and previously it was given input from experts from both the political education side and the technique of filmography.

Some films are made with titles that raise topics related to political differences such as the films "Sejen" and "Padu". The film "Szejen" talks about a friendship of young people who have different views, initially there was a conflict experienced but because they remembered the importance of friendship then they became acquainted again. A film that contains messages relating to young voters is cast in a film called the voice of febie that talks about the dilemmas experienced by young people. While the film to the election talks about the reality of some found political money, the film educates the public not to receive money. The Golput movie encourages students to use their voices and not the golput. Filmmaking by students is a Destiny form of this research.

4. CONCLUSION

So, the strategy carried out by the author to improve students so that they can be agents of change and improve political literacy in disadvantaged students as follows: 1. Carrying out mapping of assets or potential possessed by students of FDK UIN Walisongo Faculty of 2021. 2. Provide filmography training and delivery of material from the KPU of the city of Semarang for strengthening political education among students. 3. Making a short film that conveys messages related to political communication, making this movie is a form of political participation by students. 4. Upload the film on social media so that those who watch the movie reach it wider.

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